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Editor’s Note

Dear AASP members and readers,

This issue of the AASP Newsletter was supposed to be in circulation by early October, 2006. In spite of her heavy workload and incessant academic activities, Professor Colleen Ward (our President) was able to write an informative, nice long message.

This newsletter owes much to the encouragement of Professor Sik-hung Ng in driving this Editor to the finishing line!

Recently, Thailand had welcomed two important AAPS members and executives. On September 18\textsuperscript{th}, Professor Uichol Kim, President of South Korea Psychological Association, planned many future academic activities over a dinner in Bangkok, Thailand. He was also kind enough to invite many guest speakers from Asian countries to present “state-of-the art” in psychology in each country at the International Conference of KAPSI, which is to be held at the end of this October.

Second visitor to Thailand was Professor Neelam Kumar, who was a guest speaker at the UNESCO’s headquarters on September 28\textsuperscript{th}. She was on her way from India to give a lecture on “Women in psychology in India” at a university in Japan. Dr. Neelam did not have enough time to visit the Grand Palace, but she was nice enough to give this Editor many important suggestions for editing and producing this issue of Newsletter. You may remember that Professor Neelam was the Editor of the October 2005 newsletter.

The 6\textsuperscript{th} AASP Conference at Wellington, New Zealand in 2005 is still in our fond memory. Some of the paper presenters have submitted their papers to AJSP for publication. We all enjoyed receiving the 2006 issues of AJSP free of charge.

This Editor has noticed that all the AASP Executive Members have been very active in sending e-mail messages back and forth. This shows that the Association is thriving.

Please keep up the good work and prepare to meet in Kota Kinabalu, Sabah, Malaysia, during 25-28 July, 2007, if not sooner.

See you all then.

Duangduen Bhanthumnavin
Southeast Asian Regional Representative of AASP
Bangkok, Thailand
E-mail: dbaasp@yahoo.com
The year 2007 will soon be with us. The next biennial conference of the AASP during 25 – 28 July 2007 at the University of Malaysia, Sabah campus offers you a great opportunity to contribute in various ways. The conference theme “Social Psychology: Global issues and challenges in a changing world” will certainly be a meaningful one.

Dr. Rosnah Ismail, Co-Chair of the Organizing Committee, has sent her invitation and details of the conference to all of us.

The scientific program will include an address from incoming President Sik-hung Ng, keynote addresses by scholars from around the world, symposia, workshops, as well as poster and oral presentations from individuals and groups.

Those who plan to give oral presentations (20 minutes) should prepare an abstract of no more than 200 words by following the abstract submission form, and submit it by December 31, 2006. It will take no more than 30 days to receive the letter of acceptance. Registration and other details are available on the website.

The payment by Bank cheque should be sent by March 31, 2007 before your abstract get published in the Abstract Book of the Conference.

Hotels are available in town. The beautiful UMS campus is only 15 minutes from the heart of the city.

Those who need a letter of invitation for the purpose of obtaining visa or permission to attend the conference, can make a request to the Conference Secretariat.

Beautiful Malaysia and a magnificent AASP 7th Conference is now your choice. See you all in Sabah, Malaysia. E-mail of the conference is aasp2007@ums.edu.my
Greetings to AASP Members

This year I have had the pleasure of working with an energetic and enthusiastic Executive Committee, evidence of which can be found in this Newsletter, compiled by Professors Duangduen Bhanthumnavin and Sik-Hung Ng. This edition has a focus on Thailand, including the historical development of psychology in that country over the last 75 years.

The AASP AGM was held in July, 2006, during the 18th International Congress of the International Association for Cross-cultural Psychology in Spetses, Greece. The draft minutes (taken by Rogee Pe-Pua) are published herein for members’ information. One important issue to emerge during the meeting is our current membership, which needs expansion. Masaki Yuki kindly agreed to convene a marketing/ membership group to assess these issues. We look forward to further developments in this area.

Masaki also presented his Treasurer’s Report at the AGM, assuring us that we are in good financial health. I would like to thank Masaki for his efforts to date. He has worked tirelessly for our organization on a range of fronts, including nurturing our relationship with the Social Psychology Network.

The Asian Journal of Social Psychology has continued to thrive under the able editorship of Yoshi Kashima who projects 150 submissions by the end of this year and anticipates an 80% rejection rate, making it comparable to other social psychology journals. Its current impact factor is 0.85.

AJSP has an upcoming issue edited by James Liu and Sik-Hung Ng based on the keynote speeches of the Sixth AASP Conference on the past, present and future of Asian Social Psychology. The volume includes an editorial introduction, papers by Kwok Leung, Geert Hofstede, Tomohide Atsumi, and Colleen Ward with commentaries by C. Y. Chiu and David Matsumoto.

An on-line forum is available on the Centre for Applied Cross-cultural Research’s web-site for discussion of these papers prior to publication. More details are provided in this newsletter.

We are all looking forward to our next conference -- the Seventh -- organized by Rosnah Ismail and her team, at the University of Malaysia, Sabah campus, in Kota Kina Balu on 25-28 July, 2007. The conference has secured international social psychologists: Gianvittorio Caprara from the University of Rome and Fathali Moghaddam from Washington University to give plenary addresses, and we will also hear from our own Sik-Hung Ng as incoming President. The conference theme focuses on global challenges and issues. I highly recommend participation in this conference. Sabah is a safe and lovely place with beaches and mountains, cultural diversity and wonderful food. Visit: www.ums.edu.my.

Thanks to the sustained efforts of Sik-Hung Ng and Kwok Leung we will also be looking forward to the inauguration of our first Summer School, which will be attached to the Sabah conference. In conjunction with Rosnah Ismail, plans are
in progress to inaugurate the Summer School for up to 30 PhD students. Modeled on the summer schools held by the European Association of Experimental Social Psychology, we are expecting this programme to be a huge success.

AASP was recently invited, with the support of Professors Ikuo Diabo and Ken-ichi Obuchi, to participate in the Japanese Society of Social Psychology conference held in Sendai, Japan, in September. The AASP symposium was chaired by Susumu Yamaguchi and included presentations by Masaki Yuki (Culture, social structure and adaptation); Kazuyo Suzuki (Between two cultures: what can be seen through bicultural families) and Colleen Ward (Cultural intelligence as a predictor of cross-cultural adaptation). The symposium was well attended and a big success. Fortunately, I did not cause any international incidents due to my lack of Japanese language skills, and I am hopeful that our participation will become a regular feature of the JSSP conferences. I am indebted to Susumu Yamaguchi who was a warm and generous host and his students, particularly Chunchi Li, who kindly looked after me on this visit. I also appreciate the conference translation and summary of my presentation provided by Jiro Takai.

AASP has also been invited to nominate keynote speakers and symposia for the upcoming International Congress of Psychology in Berlin in 2008. The initiative was facilitated by Allan Bernardo and led by Sik-Hung Ng with the support of the Executive and its Advisors. We hope this will further enhance the profile of Asian psychologists and our organization in the international arena.

The Proceedings from the Sixth AASP conference (Wellington) will be published shortly under the editorship of James Liu, Colleen Ward, Allan Bernardo, Minoru Karasawa and Ron Fischer. The contents include sections on: History, Harmony and Conflict (with contributions by Pandey, Brew, Huang et al., and Obuchi & Saito); The Self in Social Context (Ng, Mori & Yamaguchi, Yeh, and Chowsilpa); Culture Contact and Intergroup Relations (Neil & Mak, Jose et al., Fox, and Halloran & Brown); Cognition and Communication (Spencer-Rodgers & Peng, Haque, Nakagami-Yamaguchi et al., Tanaka et al., Mizukami, and Yoo et al.).

Also on the topic of conferences, we are looking forward to the publication of the Proceedings of the Fifth AASP conference (Manila) within the year under the title Contributions to Asian Social Psychology (Vol 1), edited by A. B. I. Bernardo, M. C. Gastardo-Conaco and M.E.C.D. Liwag, and published by Marshall Cavendish.

Finally, in closing, I am always happy to hear from members and to receive suggestions about the growth and progress of our organization. You can contact me at: Colleen.Ward@vuw.ac.nz

Colleen Ward
President, AASP
Hi Folks,

Publication of this Newsletter owes a great deal to Colleen Ward, Duangduen Banthumnavin, Rogee Pe-Pua, and Rosnah. It has also benefited from the splendid example set by Neelam Kumar, who edited the previous issue, and from inputs and encouragement from the Executives.

As this Newsletter goes into circulation, some of you will be meeting in South Korea for the 2006 International Conference on Asia's Educational Miracle: Child Development in Family, School and Cultural Contexts. Uichol Kim and Youngshin Park are the masterminds behind this event, to be held at Inha University, Oct 28-29, 2006, details of which can be obtained from Uichol: uicholk@yahoo.com.

The Inha conference is significant in what it symbolizes: Things are happening in Asia and work and live here can, and should, make a positive difference. On this point, I was heartened to learn from Duangduen Banthumnavin the roles played by social psychologists (broadly defined) in the development of her own country, Thailand. Her column on Psychology in Thailand in this Newsletter pays tribute to the pioneering efforts of our colleagues there.

AASP, though small in terms of paid-up membership, has come a long way in terms of professional achievements normally expected from a learned society of this kind. Our journal (AJSP) and conferences are examples.

The Summer School, to be inaugurated in 2007 (see Kwok Leung’s column in this Newsletter), will be another successful story provided that we work hard on it in our usual dedicated way.

This exciting development will extend AASP’s professional role to the training of future leaders in social psychology.

Just as important, the School will promote understanding and collaboration across countries. As countries in Asia move forward, it is better and more effective to be together than apart.

Working tirelessly behind the scene despite his recent health setback, Jim Liu has set up a computer-mediated forum for members of AASP to be more engaged in discussion, debate, and sharing over the future of “Asian” social psychology. The catalyst for this forum is the upcoming Special Issue of AJSP: Past contributions, current status and future prospects for Asian Social Psychology.

Let me elaborate.

If we were to follow tradition, the Special Issue articles after due review would simply be printed for public consumption. Instead, pre-publication draft versions of the articles have been made available to stimulate wider discussion.

For this purpose, and as a first in the publishing history of AJSP, a computer-mediated forum has been set up thanks to creative workers at the Centre for Applied Cross-cultural Research (CACR), Victoria University of Wellington.

The forum enables authors to reach readers for comments that could enhance the final version of their papers. Reciprocally readers get an early opportunity to view the papers and to express their own thoughts. In so doing
social psychologists who they have the chance to play a more active role in influencing the production of knowledge, on top of their traditional role as passive consumers of printed knowledge. By connecting authors with readers, and readers with readers, the forum provides a potentially powerful platform of multi-lateral discussion for enhancing the quality of and sense of ownership in knowledge production and its diffusion.

This is especially important given the topic of the special issue: previously, AASP members have had little access to what others in the association are thinking about our shared organizational future. This forum will provide an invaluable record of what we as a collective think about our past, present, and future prospects, providing equal access to all.

The forum is now on line at http://cacr.forum.net.nz/default.aspx?g=forum&c=7, from which all articles will be temporarily accessible. Articles are downloadable until about the end of November, where for copyright reasons they will have to be removed (as the SI enters into print in 2007). The forum itself, with a record of discussion, will continue to be available online for as long as members see a need for it (e.g.

Jim Liu and I, as SI Guest Editors, invite all readers of this message to view the articles and to take part in the forum. Your comments may be specific to particular articles (see below), in which case you can simply leave them in their respective chat boxes. Authors would be encouraged to respond as they deem fit. This forum is open to non-AASP members who would be welcome to respond.

(1) “Connecting Asians in global perspective: Special Issue on past contributions, current status and future prospects for Asian social Psychology” – James H. LIU and Sik Hung NG.

(2) “Asian social psychology: Achievements, threats, and opportunities” – Kwok LEUNG.

(3) “A European in Asia” – Geert HOFSTEDE.

(4) “Asian social psychology: Looking in and looking out” – Colleen WARD.

(5) “Aviation with fraternal twin wings over the Asian context” – Tomohide ATSUMI.

(6) “How can Asian social psychology succeed globally?” – Chi-Yue CHIU.

(7) “Comments on the future of Asian social psychology” – David MATSUMOTO.

In addition to comments on particular articles, you may wish to make comments of a more general nature.

To facilitate discussion at this level, Jim and I have identified three focal issues. Yoshi Kashima, who has oversight of the SI in his role as the Editor of AJSP, has helped us crystallize the issues. As you go on-line, you can access the chat box for discussion of these focal issues.

(1) What do you see as the core identity of Asian social psychology? In what ways should this identity inform our practices and vision for the future?

(2) What kind of research (e.g., research practices, research programs, research collaborations, research outputs, outreach, etc.) will best serve to secure a strong future for Asian social psychology?

(3) What kind of activities should be part of Asian social psychology’s core business?
postings continue). Jim and I would like to dedicate this Special Issue to the development of social psychology in Asia, for Asia and with Asian characteristics.

A social psychology with these characteristics will make it a self-respecting force in global social psychology alongside its counterparts elsewhere, and just as important if not more so, vibrant, useful and satisfying. This version of “Asian” social psychology, of course, represents only one part of what social psychologists do in Asia.

Our hope is that there will be more of this. If social psychologists who make their homes in Asia do not do this, who should or would?

Publication of the Special Issue is still several months away. For now, our attention is on the forum and what we can do with it.

The on-line forum is the result of a truly labor of love rendered by our soul-mates at CACR. It is now in our hands. And I appeal to all AASP members, and other readers of this message too, to share your analyses and suggestions through the forum, and to encourage others to do the same, especially PhD students who may otherwise be content with listening but not speaking.

Posting to the forum is NOT restricted to AASP members, though of course this is our main target audience.

If you prefer a language other than English to express your views, you are welcome to do so and email them to one of AASP’s Executive Committee members who would translate them for posting in the forum. A list of ECs can be found at the end of this Newsletter.

If you have any technical issues or on-line problems with the forum, please contact

James.liu@vuw.ac.nz or Katja.hanke@vuw.ac.nz

In closing, it is befitting for me to dedicate the forum to those of you who visit the forum on-line.

Sik-hung Ng
President-Elect, AASP


Country in Focus

Psychology in Thailand

It is evident that social psychology in Thailand is now at its peak in national contribution and acceptance. This is due to the state-of-the-art and important approaches being held for more than 25 years. These are (1) Positive Psychology Model, (2) multidisciplinary effort in research and teaching, which is called “Psycho-behavioral science”, and (3) the use of Interactionism Model for research and development of desirable behaviors of Thai adolescents and adults. With concerted research efforts, a body of knowledge has been built around the Thai Psychological Theory of Moral and Work Behaviors (Banthumnavin, 1998), which has been empirically established since 1983. This body of knowledge has been the basis for forming policies for child development and public health promotion. Better understanding of moral behavior and moral development is sought after by teachers as well as leaders in government organizations.

Recently, a new national program has been proposed on the enhancement of Thai children’s human capital by creating new children’s literature based on each of the four crucial psychological characteristics in the Thai theory mentioned above. The stories and tales will be used in schools, intervention projects, religious teachings and the mass media. Many research and development projects will be included in this national program.

Since the 1930’s psychology was introduced in Thailand by psycho-medical doctors and educators. Chulalongkorn University started the first courses in psychology (Malakul, 1979), and later helped strengthen the position of psychology teaching by establishing the School of Psychology in 1996. UNESCO and the Thai government had jointly established a research center on child study for this region in 1955 (Suvannathat, 1979). This research center is now called “Behavioral Science Research Institute” at Srinakharinwirot University. This institute sets a good start for Behavioral Science in Thailand.

Even though psychology is now being taught as major disciplines in many universities at three levels, the more rapid research growth seems to be in the area of psycho-behavioral science. This new area in Thailand can attract attention of scholars from many other related areas whose human behaviors are their interest. Buddhist religious belief and practice have been the topics of many research studies (Banthumnavin, 1997). The Thai Psychological Association, at present, is emphasizing Buddhist Psychology in its conference and training.
The approach of the psycho-behavioral science in Thailand is also a promise for His Majesty King Phumipol’s “Sufficiency Economy (living) policy and program for national development”.

With the great dedication of many senior Thai psychologists and other behavioral scientists, the advanced research training program and the academic training of many groups of social development workers have received continuous support from the National Research Council of Thailand. The NRCT is also interested in supporting research scholars’ networks and cross-cultural research activities.

For more information, please contact Professor Dr. Duangduen Bhanthumnavin, your SE Asia regional executive at dbaasp@yahoo.com

References

References (Continued)

1. Treasurer’s report
(Masaki) Masaki Yuki’s full report is attached.

2. Membership drive
Discussion of strategies for improving membership number:

- Improve the system for payment of membership fees. Online payment would encourage members paying their dues more promptly. It was clarified that Blackwell actually takes online payment, but this needs to be communicated properly to members. According to Blackwell, we have only 69 paid members. Many are from JGDA.

- Follow IACCP style where people can go to a local branch so members can pay their dues in local currency. Have an account in every country where we have members.

- Make the organisation attractive to people. The website is an important vehicle for this. Clarify the “product” – what do they get? What is the product being sold? Eg who is who in Asian Social Psych, AJSP journal – marketing – what are the great things we have done? How do we convince people to pay to join AASP?
Create a small marketing group to work on this. – Masaki to convene this. Bhawuk to join in. David Matsumoto to comment.

Still on the Website – have the members list and linking to their webpage in order to grow. Payment system must be there also.

When members sign up, welcome package immediately sent to them. (problem with Blackwell)

Pandey will try to get a chapter going in India. Get local members to attend the Sabah Conference. Therefore, country-wide networks.

AASP should make a presence in national psych conferences in different countries. Invite the president to attend to promote the association. Link with national associations.

Have messages from executives translated into national languages.

When people submit articles to the AJSP, invite them to become members.

Target Asian students in overseas countries, eg Asians in USA, Canada, etc.

Shift from “family” model to “business” model.

3. Contract with Blackwell

Several problems with Blackwell – not getting our membership straight, not managing it well. They have the right to buy our journal at market price.

Shall we sell it to Sage?

Maybe we should tell BW to manage the membership better. Impress on them that we could move the journal elsewhere. Yoshi will meet BW contact in Japan. Present issues/areas of discontent. If it does not work, then we move to Sage.

Meanwhile, start investigating the possibility of selling the journal to Sage.

Maybe start a new journal.

4. Sabah conference

According to Rosnah

July 25-28 are the conference dates

plan is progressing well. Website is out – ums.edu.my

3 key speakers identified

Technical committee will be formed in August

Need help with award

Suggest to Rosnah to include 2-yr membership in registration fees

5. AJSP (Yoshi)

Journal makes money from sales royalty, but mostly from electronic sales, downloads.

75 submissions so far this year. Expecting 150 by the end of the year. 80% rejection rate, comparable to other journals. If submission keeps up, quality will increase.

Impact factor (performance of the journal):

2005 = 0.96
2006 = 0.85

Compared to: JCCP = 1.4; JSP = 2.45; JPSP = 3.5

We should encourage academics to submit to us

6. Asian Summer School for Social Psychology PhD students (Sik Hung)

Students from Asian universities to meet and work collaboratively with each other and with established scholars. Subsidized by AASP, the student, and institution.

Comments: Try to do it jointly with the Sabah Conference as a pilot scheme. Link with national conferences.
Attachment: Treasurer’s report


AASP General Fund
#1 (in Australian Dollars)

Credit
Total carryover from the previous term 44,924.72
Interest 1,630.27
Credit Subtotal 46,554.99

Debit
Blackwell Publishing (extra page fees) (01/6/05) 2,933.35
Annual Statement fee paid to the Victorian Government (13/9/05) 36.70
AJSP administrative aid paid to Univ. of Melbourne (13/12/05) 5,320.16
State Government tax 4.50
Debit Subtotal 8,294.71 AUD

Total (Credit – Debit) 38,260.28 AUD

#2 (in Japanese Yen)

Credit
Deposit from Blackwell
(29/06/2005) 724,304
Interest 3
Credit Subtotal 724,307 JPY

No Debit
Debit Subtotal 0 JPY

Total (Credit – Debit) 724,307 JPY (= approx. 8,453.21 AUD; 1 JPY =0.0116708 AUD)

Grand Total (AUD + JPY) approx. 46,713.49 AUD

KS Yang Travel Fund (in Australian Dollars)

Credit
Total carryover from the previous term 54,039.83
Interest 2,112.51
Credit Subtotal 56,152.34

Debit
Reimbursement to Victoria University of Wellington – for Dr Haque’s Registration & hotel accommodation (01/6/05) 1,163.07
Debit Subtotal 1,163.07
Total (Credit – Debit) in Australian Dollars 54,989.27 AUD

Note 1: The major portion of current balances of the AASP General Fund, and the whole KS Yang Travel Fund are being held together in two bank accounts by the name of the Association (Account no: 06-3184-10212559 and 063184-50124916) at Heidelberg Branch of Commonwealth Bank of Australia in Australian dollars. The former account is a non-interest bearing cheque account; the latter is an interest bearing term deposit.

Note 2: A smaller portion of General Fund is being held in a postal transfer account by the name of the Association (Account no: 02700-5-76422) at Sapporo Kita-7jo Branch of Japan Post in Japanese Yen.

Jung-Heun Park Young Scholar Award (in USD)

Total reported on the last Statement 10,800.00 USD

Note 3: The balance of Jung-Heun Park Young Scholar Fund is being held by Uichol Kim in Korea on behalf of the Association.

Note 4: Approximately $2600 in USD which had been held by Allan Bernardo in the Philippines on behalf of the 2003 Manila AASP conference committee (returned seed money-KS Yang award) was sent to Rosnah Ismail in Malaysia as seed funds for the AASP 2007 conference.

1st Asian Summer School for Social Psychology PhD students

Objectives

1. To provide an opportunity for PhD students in social psychology and related disciplines at various Asian universities to come together to learn from one another and to receive specialist training from experts in social psychology beyond their own nationals.

2. To promote cross-cultural contact and understanding among future academic leaders in Asia, along with the broadening of their academic visions beyond the confines of their own localities.
**Date and Venue**

The summer school will last for 3 to 5 days before the upcoming annual conference of AASP (the Conference will be on July 25-28, 2007). The venue will be the campus of Universiti Malaysia Sabah, and the exact duration will be announced later as we are still investigating the cost involved.

**Cost**

A group of 20 to 30 PhD students are expected, and three to four teachers will be invited. The local expenses (accommodation and meals) of the students will be subsidized by AASP.

**Application**

We intend to finalize the details of the Summer School and start to receive applications at the end of October, 2006. In the mean time, PhD students who are interested in taking part in the Summer School may wish to contact Prof. Leung at mkkleung@cityu.edu.hk.

*Kwok Leung*  
Principal of the 2007 Summer School

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**AASP Executive Committee**

**President - Colleen Ward**  
Department of Psychology  
Victoria University of Wellington  
Wellington, New Zealand  
E-mail: Colleen.Ward@vuw.ac.nz

**Secretary General - James Liu**  
Department of Psychology  
Victoria University of Wellington  
Wellington, New Zealand  
E-mail: James.Liu@vuw.ac.nz

**East Asia - Young-Shin Park**  
Department of Education  
Inha University  
253 Yonghyeon-dong  
Nam-gu Inchon 402-751, KOREA  
E-mail: yspark@inha.ac.kr

**Insular-Pacific - Rogelia Pe-Pua**  
School of Social Science and Policy  
University of New South Wales  
Sydney, NSW 2052, Australia  
E-mail: r.pe-pua@unsw.edu.au

**Yoshi Kashima**  
Department of Psychology,  
University of Melbourne  
Melbourne, Australia  
E-mail: ykashima@unimelb.edu.au

**Managing Editor: Kwok Leung**  
Department of Marketing  
City University of Hong Kong,  
Kowloon Tong, Hong Kong  
E-mail: mkkleung@cityu.edu.hk

**President-Elect - Sik-hung Ng**  
Department of Applied Social Studies  
City University of Hong Kong  
Hong Kong SAR, China  
E-mail: sikhung.ng@cityu.edu.hk

**Treasurer - Masaki Yuki**  
Department of Behavioral Science,  
Hokkaido University  
Sapporo, Hokkaido, Japan  
E-mail: myuki@let.hokudai.ac.jp

---

**Regional Representatives**

**South East Asia – Duangduen Bhanthumnavin**  
National Research Council of Thailand  
26 Seree 1 Rd., Muhan Seree 1,  
Bangkapi, Bangkok 10250,  
Thailand  
E-mail: dbaasp@yahoo.com

**South Asia - Neelam Kumar**  
NISTADS  
Hillside Road, New Delhi 110012  
INDIA  
E-mail: neelam_nistads@yahoo.com

---

**Teaching and Training**

**Allan Bernardo**  
College of Education  
De La Salle University - Manila  
2401 Taft Avenue, Manila 1004  
Philippines  
E-mail: bernardoa@dlsu.edu.ph

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