



NEWS LETTER

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Issue
March
2007

WORDS FROM THE ACTING HEAD

Dear Friends, Alumni, Students and Colleagues,
With the release of the 2nd issue of SS News Letter, we are glad to inform you all that the Department has begun to implement a plan to further strengthen our research activities via Fulbright Senior Specialists Program; Research Scholarship Enhancement Scheme; Research Visitors Scheme; and Short-term Visitors. Also we are recruiting 6 more full-time academic staffs (Assistant / Associate Professor) in coming year for the 3-3-4 degree program in 2012. If you have any ideas / suggestions for the future development of SS, our listening ears are always ready for you. Cheers and God bless.

Alex Kwan, Acting Head

Departmental Highlights

The International Association for Community Development - Conference 2007 at CityU

The IACD biennial conference, jointly organized by the International Association for Community Development (IACD) and the SS Department, will be held here in Hong Kong at CityU on 24-27 June 2007.

With its theme on "Partnership for People-Centred Development: Challenges and Responses in the Globalising World," this 2007 conference aims to address the effects of globalization on different societies and the mechanisms of individual- and community-based efforts in battling economic disparity, unemployment, and poverty. This conference will be an invaluable opportunity for practitioners, scholars, and advocates in community development to come together to exchange views and build networks.

Full-time students will receive discounts on the registration fee. For details and updates, please visit the conference's web site at <http://ssteach1.cityu.edu.hk/~iacd/>.



"Who Is Your Idol?" — Studies on Adolescent Idol Worship Behavior

My fascination with adolescent idol worship behavior (how and why young people worship entertainers as "Idols") sprouted since I joined the SS Department in 1997. Over the last ten years, I have worked with Drs. Dennis Wong and Jacky Cheung in the Department to compare between patterns of adolescent idol worship behavior in Hong Kong and Mainland China. From ten studies, we have found that:

The worshipping of "star" idols was more prevalent among Hong Kong than among Mainland secondary and university students; however, the worshipping of "luminary" idols was more prevalent among Mainland than among Hong Kong secondary and university students.

The worshipping of "star" idols was more prevalent among female than among male students; and this phenomenon was stronger in Hong Kong.

The worshipping of "intellectual" idols was less prevalent among Hong Kong than among Mainland students.

Students who worship "intellectual" idols had higher self-efficacy than those who did not; the phenomenon was stronger in Hong Kong.

Students who tried to model after their idols had higher self-efficacy than those who did not; the phenomenon was stronger in Hong Kong.

The more the students engaged themselves in modeling after "luminary" idols, the less social anxiety they had experienced; whereas, the more the students engaged themselves in worshipping "star" idols, the more social anxiety they had experienced; the phenomenon was stronger in Hong Kong.

Fantasized romance with idols was more prevalent among Hong Kong than among Mainland students; the phenomenon was



This picture was taken when I attended the Hong Kong F-4 Fantasy Concert in December 2002.

stronger among "star" worshippers.

Another striking finding : Both Hong Kong and Mainland secondary school students rated higher liking of actor/singer Andy Lau when being presented with Lau's more down-to-earth, self-motivated side than when being presented with his more glamorous, all-powerful side. Therefore, students may have turned their "star" idols into role models based on the way they perceived them. I am now trying to promote the concept of *critical idol worship*, in that it is more beneficial for young people to treat their idols as role models and to simply "worship" them.

In 2002, I had my first encounter with F-4, a popular Taiwanese group, at their F-4 Fantasy Concert held in Hong Kong. To grab that opportunity to investigate on idol worship behavior, I arranged some CityU students to conduct a brief survey with concert attendees. We found that the respondents cared more about F-4 members' good look than about their particular talents. This crude evidence indicated how a person's mere good look increases her chance of being liked by others.

My latest book (published by the CityU Press), which has summarized our findings on idol worship behavior, will be released this May. I wish to thank Dennis and Jacky for their endeavors and collaboration with me in this line of research. We have made a perfect interdisciplinary triad (from psychology, social work, and sociology)!

Dr. Xiaodong Yue



From left: Dr. Dennis Wong, Dr. Xiaodong Yue, Dr. Jacky Cheung

Practices of Outreach Youth Services

The past January, the Youth Studies Net of the SS Department, partnering with the Evangelical Lutheran Church's Social Service division, had offered a one-day seminar on "The Practices of Outreach Youth Services," which had attracted over 250 social workers and student attendees. A professional exchange, the seminar was commended by Prof Lo Tit Wing from the SS Department and Mr Chan Po Chiu from the APSS Department of PolyU, both experts in youth studies.

The seminar was started by the welcoming speech of Prof Alex Kwan, Acting Head of the SS Department and then featured the sharing of 12 experienced social workers from ten agencies about their work strategies and hands-on experiences working with delinquent youths. Their sharing and the seminar discussions had sparked new insights in professional practices.



SS Faculty Members Spoke at Yuan Ze University, Taiwan

Several faculty members from the SS Department had been invited as speakers at the "Social Development and Policies in Hong Kong and Taiwan" workshop held at Yuan Ze University in Taiwan on 11 December 2006:

- Prof Alex Kwan: Ageing and Its Problems in Hong Kong
- Dr Raymond Chan: Labour Policies in Hong Kong
- Mr Stephen Ma: Demographic and Family Changes in Hong Kong
- Dr K. K. Leung: Post-1997 Political Development in Hong Kong

The workshop was offered to the undergraduates, postgraduate students, and teaching staff in the Department of Sociology at Yuan Ze University and was received enthusiastically by the attendees.



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偶像崇拜調查問卷

下面的句子描述了人們對偶像人物的認識和感覺，請在每句旁圈寫最能代表你感覺的數字。如果你現在沒有明確的偶像人物，也請你按對理想中偶像人物的認識和感覺作答。

	毫無此感	略有此感	無所謂	頗有此感	深有此感
我希望我能夠成為我偶像那樣的人物。	1	2	3	4	5
我希望我能成為我偶像的戀人。	1	2	3	4	5
我覺得我的偶像是世上最完美的人。	1	2	3	4	5
我經常花錢去購買與我偶像有關的東西 (如唱片、錄音帶、書籍、衣物、電影票/ 戲票/ 音樂會票等)。	1	2	3	4	5
我希望我能成為我偶像的朋友。	1	2	3	4	5
我想作為一個偶像人物，他(她)首先必須很有成就。	1	2	3	4	5
我希望我能像我的偶像那樣富有魅力。	1	2	3	4	5
我選擇我的偶像主要是因為我的好友都喜歡他/她。	1	2	3	4	5
我覺得作為一個男偶像，他應該長得高大英俊。	1	2	3	4	5
我把我的偶像看作我個人奮鬥的榜樣。	1	2	3	4	5
每當我想起我的偶像，我就會感到有一股無形的力量在激勵著我。	1	2	3	4	5
我把我的偶像看作是我的夢中情人。	1	2	3	4	5
我覺得我的偶像是無人可以取代的。	1	2	3	4	5
我覺得我的偶像是世上最有本事的人。	1	2	3	4	5
在我偶像身上花錢我從不在乎。	1	2	3	4	5
我幻想有朝一日，我能結識我的偶像，並與他自由地交談。	1	2	3	4	5
我選擇偶像主要看他(她)在事業上有多大成就。	1	2	3	4	5
我選擇偶像主要他(她)有多大的個人魅力。	1	2	3	4	5
我選擇我的偶像，是因為我的父母老師喜歡他(她)。	1	2	3	4	5
我覺得作為一個女偶像，她應該長得標致漂亮。	1	2	3	4	5
我幻想我的偶像也會喜歡上我。	1	2	3	4	5
我時常感到我的偶像就像我的哥哥姐姐那樣親切。	1	2	3	4	5
我希望我也能像我的偶像那樣受人矚目。	1	2	3	4	5
我選擇偶像主要看他(她)有多大名氣。	1	2	3	4	5
我選擇什麼偶像完全是我個人的決定。	1	2	3	4	5
我喜歡購買與我偶像有關的物品。	1	2	3	4	5

To score the Idol Worship Questionnaire please visit the website:

<http://ssweb.cityu.edu.hk/newsletter/>



SS SERVING THE COMMUNITY

A Meaningful Project Is Worth More Than a Good Grade

"Although many South-Asians living in Hong Kong have already become Hong Kong's permanent residents, very few are being protected under Hong Kong's labor ordinance," exclaimed Dr Kam Ping-Kwong when explaining why he started "The Employment Situation of South Asian People in Hong Kong" project in 2003 and "The Protection of Labour Rights among South Asian People in Hong Kong" project in 2004.

Collaborating with Unison Hong Kong, Dr Kam recruited 25 social work undergraduates as volunteers in these studies. Dr Kam believed strongly in the benefits of involving students in research processes. He expressed, "Many theories are taught in lectures...but out-of-classroom learning is more influential, because social work students need to have more exposure to real-world situations." Dr Kam furthered, "Social workers have to serve the needy rather than to just fulfill academic requirements."



Dr. Ping Kwong KAM

right motivation to approach South-Asians, I was amused by how kind and friendly they are."

To break the language barrier, Dr Kam recruited also South-Asian secondary school students from the Sir Ellis Kadorie Secondary School and the Delia Memorial School (Hip Wo) to help out as interpreters. "I felt not only could inviting South-Asian helpers speed up our progress, they could also learn that they too can voice out their needs and fight for their own rights," explicated Dr Kam.



These projects have succeeded in knocking down racial prejudices between Hong-Kong Chinese and the ethnic minority. As a result of the interaction and open discussions on prejudice and discrimination issues, the Hong-Kong Chinese participants have gained a much better understanding of their South-Asian counterparts; and vice versa. Because of the projects' findings and publicity, the problem of social exclusion against South-Asians in Hong Kong has begun to be treated with proper actions: the legislative process for the Race Discrimination Bill in Hong Kong has finally been inaugurated.

Reported by Angie Chan

The undergraduate volunteers have also marveled at how much they have benefited from their experience. "This learning opportunity has been phenomenal," indicated Tammy Wai-Ming Lee.

From constructing the questionnaires and teaching the helpers to conducting the interviews and then inviting reporters to the press conferences and meeting with the staff from the Labour Department, these undergraduates had managed them all with ease. Interestingly, to Angie Chi-Chi Lam, the project has given her yet another insight: "Having the



SS RESEARCH

Studies on School Bullying Yielded Fruitful Results

Ever since a 14-year-old boy named Luk Chi-Wai had been burned to death by a group of bullies in school in 1997, Hong Kong had been shaken by the occurrence of horrific school bullying behavior. Incidentally, the number of incidents of school violence had kept increasing, but despite more public concern, actions to address the problem of school bullying had not been taken seriously by most primary and secondary schools. Recently in 2003, another bullying incident in a Sheung Shui secondary school had been caught on tape and broadcast on the internet. The story, once again, had sparked another moral panic.

Before the millennium, there had been no systematic study conducted to investigate the prevalence of school bullying and the effectiveness of anti-bullying programs. With the success in obtaining research funding from the Quality Education Fund, the Direct Allocation Grant, and the Competitive Earmarked Research Grant, I, calling together with a team of dedicated faculty researchers in the SS Department, have embarked on a series of studies to address the issues. The research team members included Prof Lo Tit Wing, Dr. Christopher Cheng, David Lok, Raymond Ngan, and Mr Stephen Ma.



Local publications

This line of research has yielded a number of articles published in both local research monographs and international journals. We have also produced various types of publications tailored to the different groups: practical manuals of tactics on the prevention of bullying in schools for school social workers, teachers, and administrators; educational comic books for school children; and academic textbooks for teachers and students in the subject matter. Over the past six years, our

work has been widely recognized and reported by such media outlets as electronic news and documentaries, newspaper and magazine articles. Most important, we are pleased to see that we have successfully raised the awareness of school bullying among administrators, teachers, parents, and students. Based on our research findings, many schools have started to develop their own anti-bullying policies and programs; some have gone further to adopt a whole-school approach to building harmonious school environments. The results have been very encouraging.

Dr Dennis Wong



Dr. Dennis Wong



International journal publications

SS TEACHING

The Cooking Process

Cooking and conducting a final year project have something in common: both require appropriate preparation of the ingredients, good management of time, and a great deal of persistence. So, I diligently prepared my ingredients: I reviewed the literature, formulated my hypotheses, collected and analyzed my data. Still, the crabs were walking off my basket. After consulting with my supervisor, I discovered that like cooking a meal for 20 people, a FYP demands a lot of time and patience—in conducting the research - and passion - in writing about my findings. To me, this was a spicy experience; however, I got a hold of the recipe to a personal development for a life time.

Mr. Tak Shun Hung
BSSPSY Cohort 2003
25-01-07

FYP: A Realistic Investigation

Finishing our FYP in four months' time has been a difficult task for me and my partner. The two of us had only four months to finish it, because my partner had to leave for an overseas exchange program. We had no other choice but to take on this challenge.

After choosing "The Development of Restorative Justice in Hong Kong: Past and Future" as our FYP topic, we realized that no other undergraduates had ever written on this topic because of its complexity. But we needed not to worry for too long, because we were guided by Dr Dennis Wong, an expert in restorative justice. We were able to gather a set of relevant journal articles, books, and web sites.

From our documentary analysis, we have found the following situations concerning restorative justice in Hong Kong: (a) the present juvenile justice system in Hong Kong has not been providing enough options for handling juvenile offenders; (b) there have been few proponents of the practice of restorative justice in Hong Kong; existing efforts were made only on the academic level; (c) progress in law reform has been dilatory, impeding the development of restorative justice; (d) people in Hong Kong have usually been more pragmatic and would seldom

attend to issues raised and discussed at forums on restorative justice.

I discovered that I have learned the most not so much just on the techniques of conducting an academic research but rather very much on the applicability of restorative justice in the real world through my continuing contemplation on the real issues. To me, learning about the definition and nature of restorative justice was a means to an end. My end goal is to care about how restorative justice can be integrated into the real-world criminal justice system. My conclusion is that a justice policy must be both beneficial to the public and practical enough to be integrated into the specific political, social, and cultural context and environment.

Miss Shuk Fan Wong, Year-three Student of BSS (Criminology) January 2007



Words from the Coordinator:

Our Psychology students are very excited in their final year project. Guided by experienced researchers, the students apply what they have learnt from classrooms to conduct in-depth investigation on topics of their interests. Many of these projects provide insightful results and inspire others for future research development.



Dr. Vincent Tse
Psychology Final Year
Project Coordinator

